



Banks Holdings Limited

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PRESS RELEASE

HOLDER TAKES INAUGURAL BANKS BEER/VOB KARAOKE CROWN!

JAMANTHA HOLDER has been crowned Barbados' newest karaoke queen!

Representing the parish of St. Michael, Holder was in fine voice as she impressed the judges and duly captured the inaugural title in the Banks Beer/Voice of Barbados Karaoke Competition, the final of which was held in the car park of Banks Beer's state-of-the-art brewery in Newton, Christ Church last Independence weekend.

For her efforts, Holder collected \$3000, a trophy, a Samsung Galaxy S4 smartphone compliments Digicel, \$500 in décor from Renaissance Designs, and a Banks Holdings Limited (BHL) hamper.

But the jewel in her crown came in the form of a recording contract with soca superstar and Banks Beer ambassador, Anderson 'Blood' Armstrong.

As part of her prize, Holder will receive studio time and production support from the reigning Party Monarch champion, who will guide her through the oftentimes tedious process of writing, producing, arranging and distributing her own original song.

"The response to this competition has been incredible. By far, this has been one of the biggest and most well-received karaoke competitions seen on Barbados' shores in quite some time," said **Charles Walcott**, category manager for BHL.

"The crowd that turned up at the Brewery proves to us that Barbadians not only love their karaoke, but they love their country and the 'Beer of Barbados'. As we were on the cusp of celebrating our 47th Independence Day, we had all the right ingredients in a truly Bajan pot. It was a fantastic evening which exceeded all expectations!"

Leroy 'Malik' Gooding, representing the parish of St. James, claimed the runner's-up spot, while Ronaldo Bobb, representing St. Philip, finished third. Gooding walked away with \$1500 cash and a BHL hamper, while Bobb collected \$500 and a BHL hamper.

Other finalists included Tyrone Rollock (St. George), Davison Chrichlow (St. John), Kevin Forde (St. Joseph), Selma Smith (St. Andrew), Crystal Hope (St. Lucy), Janelle Gibbons (St. Peter), Theodore Packer (St. James) and Damien Smith (St. Thomas).

Elvis Godding, competition manager and trade activation coordinator at B&B Distribution Limited, said the island-wide karaoke showcase had been a hit with patrons throughout each of the eleven parishes it visited.

“Community building was at the heart of this competition. As we moved from parish to parish each month, the competitors gave a good account of themselves and everywhere we went, people came out in their numbers. Each night, there was something special in the air,” he said.

Godding also thanked the competition’s panel of judges which included Blood, fellow calypsonians Alison Hinds, Bobo, and Answar, along with entertainers Ian Alleyne and David “D2” Davis.

Wasting no time, the yearlong 2014 Banks Beer/Voice of Barbados karaoke competition will begin this Friday, December 6th at E&E Bar and Variety in Kirtons, St. Philip.



CAP. 1 The national parish karaoke contest, the Banks Beer/Voice of Barbados Karaoke Competition, has produced a winner! Here is Category Manager Charles Walcott with winner Jamantha Holder of St. Michael!

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